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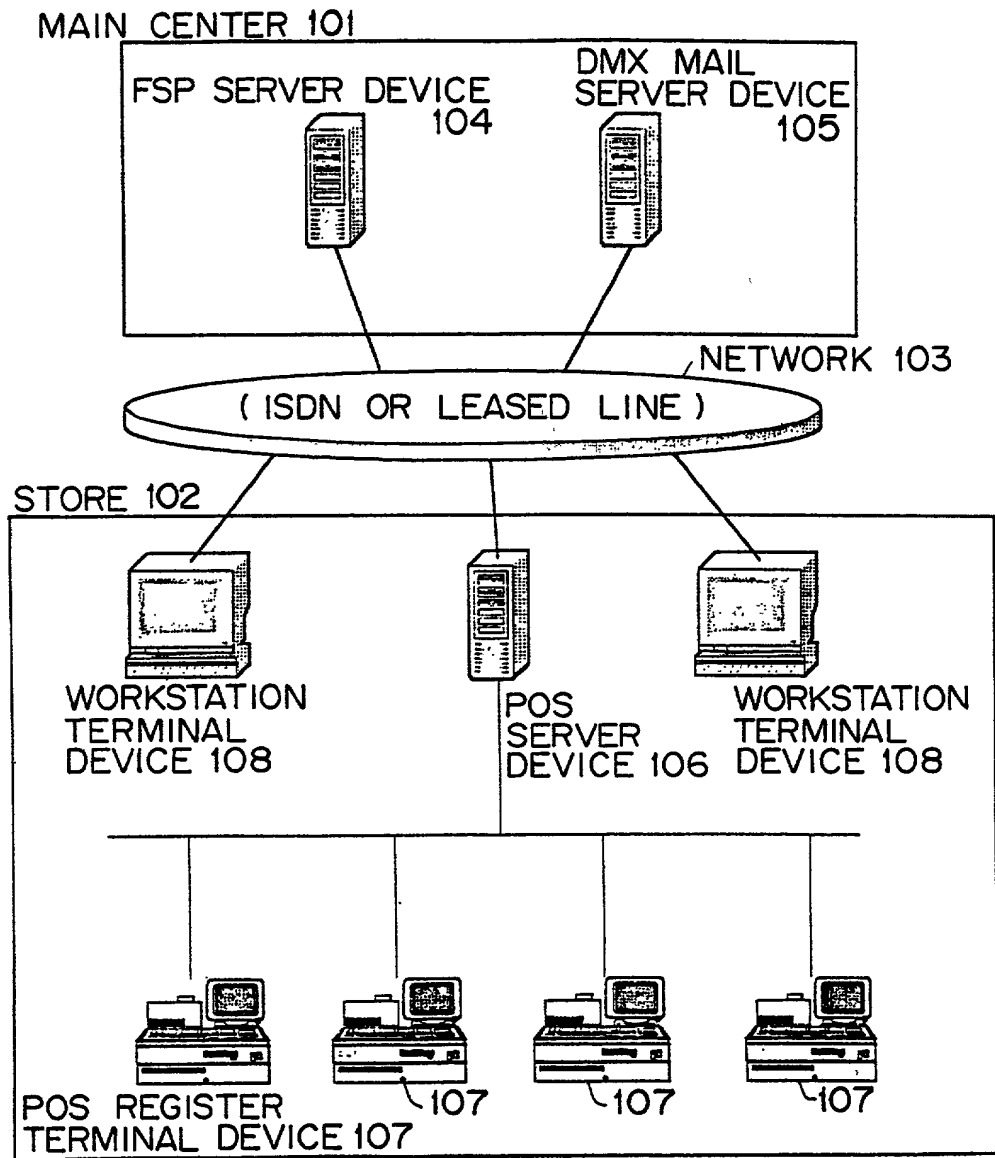


FIG. 1

FIG. 2

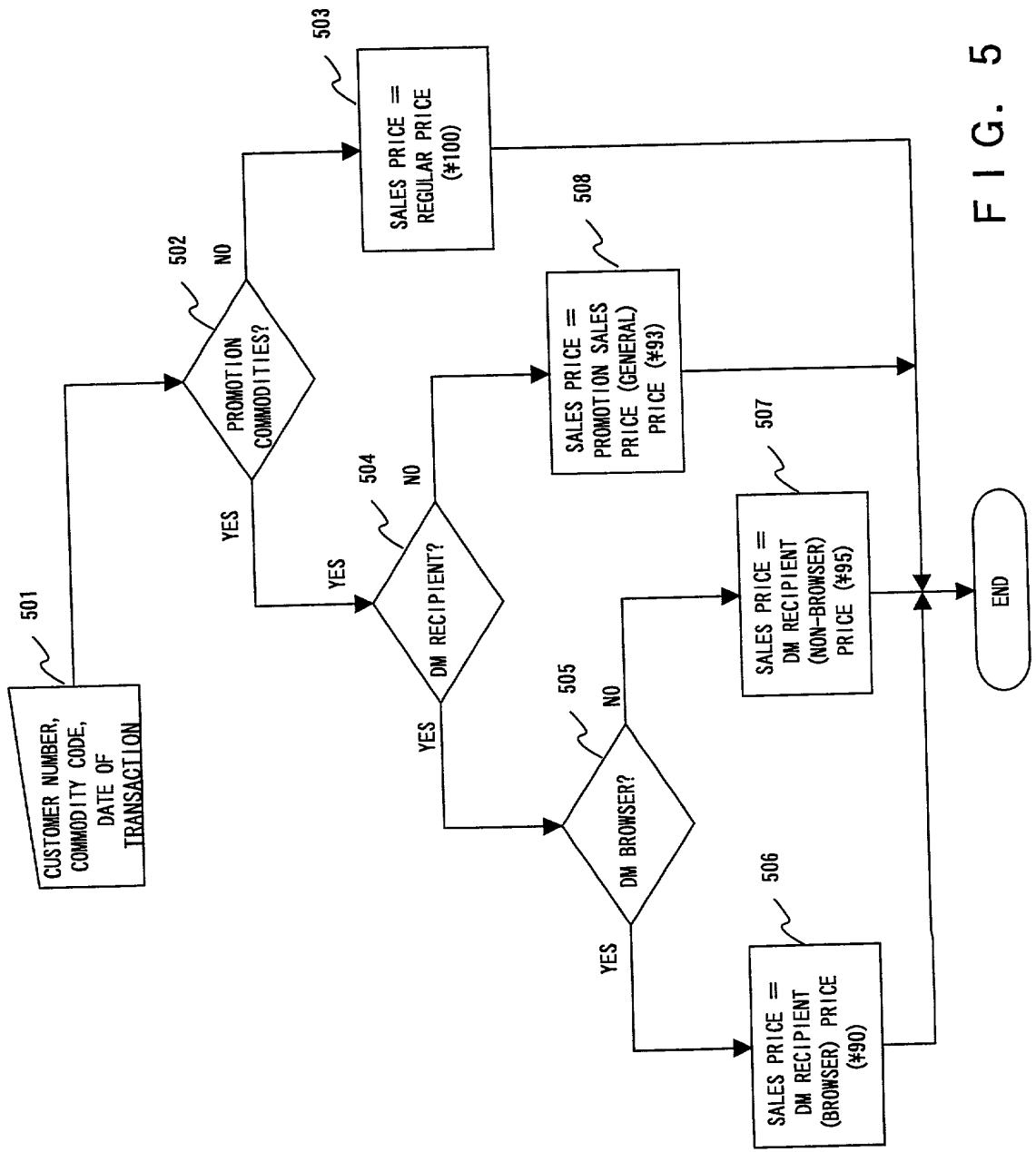


FIG. 5

TYPE	PRICE	APPLICABLE CUSTOMERS
REGULAR	¥100	-
PROMOTION PERIOD (GENERAL)	¥98	CUSTOMER A
DM RECIPIENTS (NON-BROWSERS)	¥95	CUSTOMER B
DM RECIPIENTS (BROWSERS)	¥90	CUSTOMER C

FIG. 6B PROMOTION EFFECT

	DM BROWSER NON-COUNTING SYSTEM	PRESENT INVENTION
NUMBER OF DM RECIPIENTS	3 PERSONS	3 PERSONS
NUMBER OF DM RECIPIENTS WHO PURCHASED COMMODITIES	2 PERSONS	2 PERSONS
NUMBER OF DM BROWSERS	?	2 PERSONS
DM BROWSER RATIO	?	66.7%
NUMBER OF DM BROWSERS WHO PURCHASED COMMODITIES	?	1 PERSON
DM COLLECTION RATIO	66.7%	50.0%

The diagram illustrates a computer system 700 and its connection to a network 709. A central vertical line represents the BUS. On the left side of the bus, several components are connected: CPU (701), MEMORY (702), INPUT DEVICE (703), and OUTPUT DEVICE (704). On the right side, connected to the bus, are an EXTERNAL STORING DEVICE (705), a MEDIUM DRIVING DEVICE (706), and a NETWORK CONNECTION DEVICE (707). The MEDIUM DRIVING DEVICE (706) is connected to a PORTABLE RECORD MEDIUM (709) via a bidirectional arrow. The NETWORK CONNECTION DEVICE (707) is connected to the NETWORK (709) via a bidirectional arrow. An arrow points from the label 'COMPUTER 700' at the bottom to the bus line.

FIG. 7

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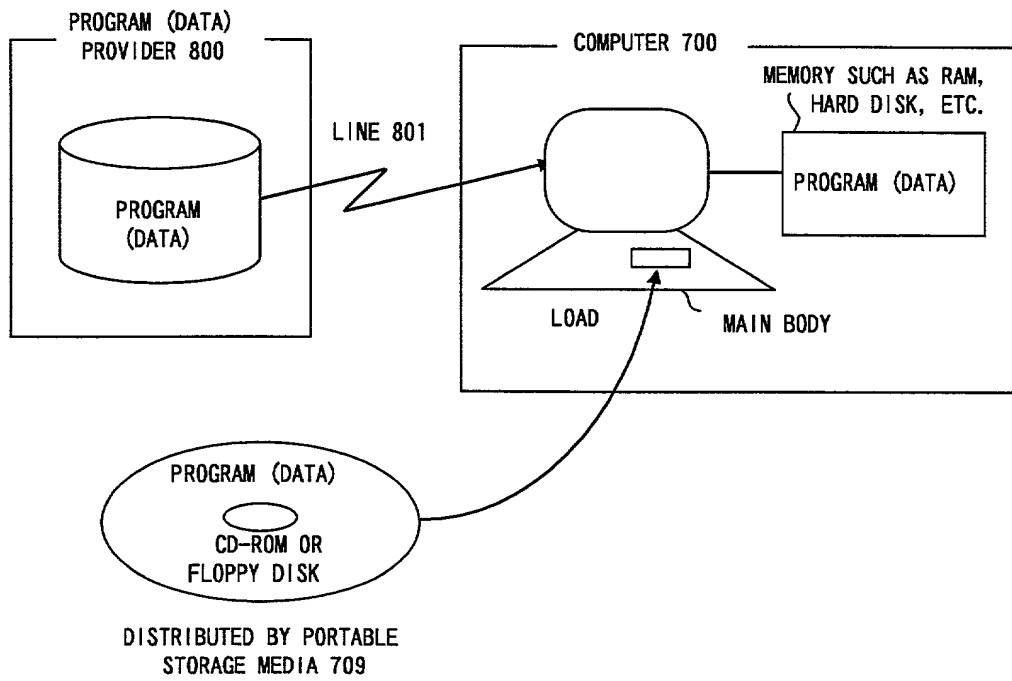


FIG. 8